**The GSMA 5G Industry Challenge**

*The case studies will be evaluated by how successfully they demonstrate the value of the solution through real life measurements outlined in the following six challenge categories:*

1. **GSMA 5G Smart Production Challenge**

**Target Industries** - Manufacturing/Mining/Logistics/Construction

**Measurement** – Saving resources / costs / time saved

**Summary -** Saving resources (costs) for the overall manufacturing process, clearly demonstrating efficiency improvements through the application of 5G networks or mmWave. All types of production & supply are eligible including repetitive, discrete or continuous process manufacturing with associated logistics & distribution.

1. **GSMA 5G Energy Challenge**

**Target Industries -** Energy generation/Utilities distribution/Transportation & HVAC

**Measurement –** Efficiency saving / energy production / time saved

**Summary -** Improving energy efficiency by reducing energy consumption or losses through transmission networks, by improving storage or by increasing supply through enhanced energy generation, e.g. scaling renewable energy sources.

1. **GSMA 5G Living Challenge**

**Target Industries** – Government/Smart city solution providers/Safer streets/Security/Health and wellness providers

**Measurement** – Potential to scale / number of people positively impacted by 5G or mmWave solutions/ quantifiable overall population health or environmental improvement / costs saved / revenue generated / social benefits / time saved

**Summary -** Improvements to citizens’ health and wellbeing such as reduction in crime, faster/better emergency response, healthier environment (air, water & food quality), sustainability and health outcomes, including but not limited to illness prevention & treatment.

1. **GSMA 5G Entertainment Challenge**

**Target Industries** – Gaming / Immersive entertainment / AR/VR/MR/XR and social networking

**Measurement** - Incremental revenue generated / number of users converted to 5G or mmWave /number of players impacted / time saved

**Summary -** The future of immersive entertainment is big, bright, and sharp. It embraces the spaces it inhabits and promises to delight audience. The case studies should demonstrate how the solutions overlay a digital layer of experience atop everyday reality, changing how we interact with everything from social media to entertainment.

1. **GSMA 5G Productivity Challenge** – web3/ Metaverse / Flexible working, conferencing, customer service, retail, work focused social networking

**Measurement** - time and costs saved for workforce covered by 5G or mmWave productivity solutions due to efficiency by improving processes, work life balance, mental health, reducing down time, etc.

**Summary –** There has been a radical shift in our ways of working. With the rise of solutions such as blockchain powered web 3.0, the end users will get complete data ownership and encryption. Users will be able to decide the information they want to share with corporations and advertising firms and will be given the opportunity to earn from it, while getting a far more personalised browsing experience. Websites can automatically customise themselves to best fit our device, location and any accessibility requirements we may have and web apps will become far more attuned to our usage habits.

1. **GSMA 5G Innovation Challenge** – application of the latest 5G mmWave technology

**Measurement** – Incremental revenue generated / revenue generated / potential to scale /social or environmental benefits / time saved

**Summary** – 5G mmWave is a revolutionary cellular technology, providing access to massive bandwidth and capacity available in frequency bands above 24 GHz. Once deemed impossible by sceptics, 5G mmWave is now embraced by the wireless ecosystem and continues to gain momentum globally. It has various positive impact. It can transmit a large amount of information with low latency. It can provide coverage to low-density rural and suburban areas. We are calling for all aspects of application of mmWave to share best practices across industries.

**Participation Principles**

1.    Participation in the 5G Transformation Hub Challenge is open to all GSMA Members in support of the overall aim of accelerating the global roll out and adoption of the 5G GSM standards.

2.    All case studies are designed to be public and should not contain any confidential information.

3.    Challenge case studies need to be based on innovative solutions utilising technologies within the full 5G Era GSM family of technologies including narrow, low, mid and high band.

4.    Case studies are designed to communicate positive business opportunities created by 5G or mmWave and demonstrate the benefits of an ecosystem bound together by global GSM standards.

5.    Case studies should quantify the business and potential customer/social value including ROI provided by the proposed solution.

6.    Case studies are not a vehicle to communicate competitive advantage or negatively comment on a competitor i.e. directly comparing competitive GSM network, solution or component performance.

7.    Case studies should be around 2000 words, following the agreed Content Outline, written in concise language for a general business audience. All acronyms explained and to include relevant illustrations & quantification to maximise impact and understanding.

8.    All case studies will be shared with Content Partner in advance of publication to enable Content to provide comment & suggestions response within 3 working days.

9.    Before final publication all case studies will need to be reviewed and contents agreed by the lead partner cited in the case study.

10. The GSMA retains overall editorial control of all case studies and will review before final publication.

11. Core messages *‘5G is for every industry & central to digital transformation’, the GSMA 5G Transformation Hub ‘ the world’s most innovative 5G solutions’*

**How to enter?**

**To enter fill out the online form on the gsma.com/5GHub or fill out the document below and send it to aszomora@gsma.com:**

1. **Case Study Title/Headline\***

…

1. **Industry/Vertical Market e.g. Transportation, Energy, Manufacturing\***

…

1. **Case Study Lead i.e. Company name/Government/Consortium/NGO\***

…

1. **Case Study Description - introduction, scope, application, timeframes, company, deployment location, country/geography & key participants. Why 5G/mmWave? Key attributes for this use case\***

…

1. **Challenge – problem or opportunity being addressed. \***

…

1. **Solution – detail of what was delivered, how it was delivered & key benefits\***

…

1. **Impact & Statistics – measurable outcomes, key performance data & outline business model, value generated, costs saved, business and socio-economic benefits, e.g. estimate of ROI, additional revenue/savings\***

…

…

1. **Wider Implications - industry/societal benefits, future opportunity & strategic importance e.g. impact if widely adopted/scaled up or business model replicated globally\***
2. **Stakeholders – customers, suppliers, devices, ecosystem other key entities & beneficiaries\***

…

1. **Sources & Further Information – supplier/lead contact details incl. email\***

…

**Essay questions:**

Up to 5 short paragraphs per each of the following questions.

1. **How can 5G or mmWave help/accelerate achieving the set goal? Why 5G or mmWave necessary and the best answer in this situation in comparison to alternatives?\***

…

1. **What is the change the solution is making, why is it important and how is the solution making a change? What is the tech platform and value chain being used. Did you need to resolve any technical challenges?\***

…

1. **What positive impact and/or cost saving opportunity related to the solution?\***

…

1. **Why would/should other businesses in the industry use the solution? \***

…

…

1. **Future plans, expansion opportunities if any? \***
2. **Name, title, headshot and e-mail of contact person(s). They will also be used as quotes in the case study \***

…

**Supporting materials:**

**Upload up to 8 supporting images, including company logo and figures of tables if available**

**(file size no larger than 12MB)\***

…

**Upload 1 short video demonstrating your solution.** **Make sure it is focused on the actual use case deployment. (length no longer than 1.5 mins, size below 15MB) \***

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